

FIG. 1

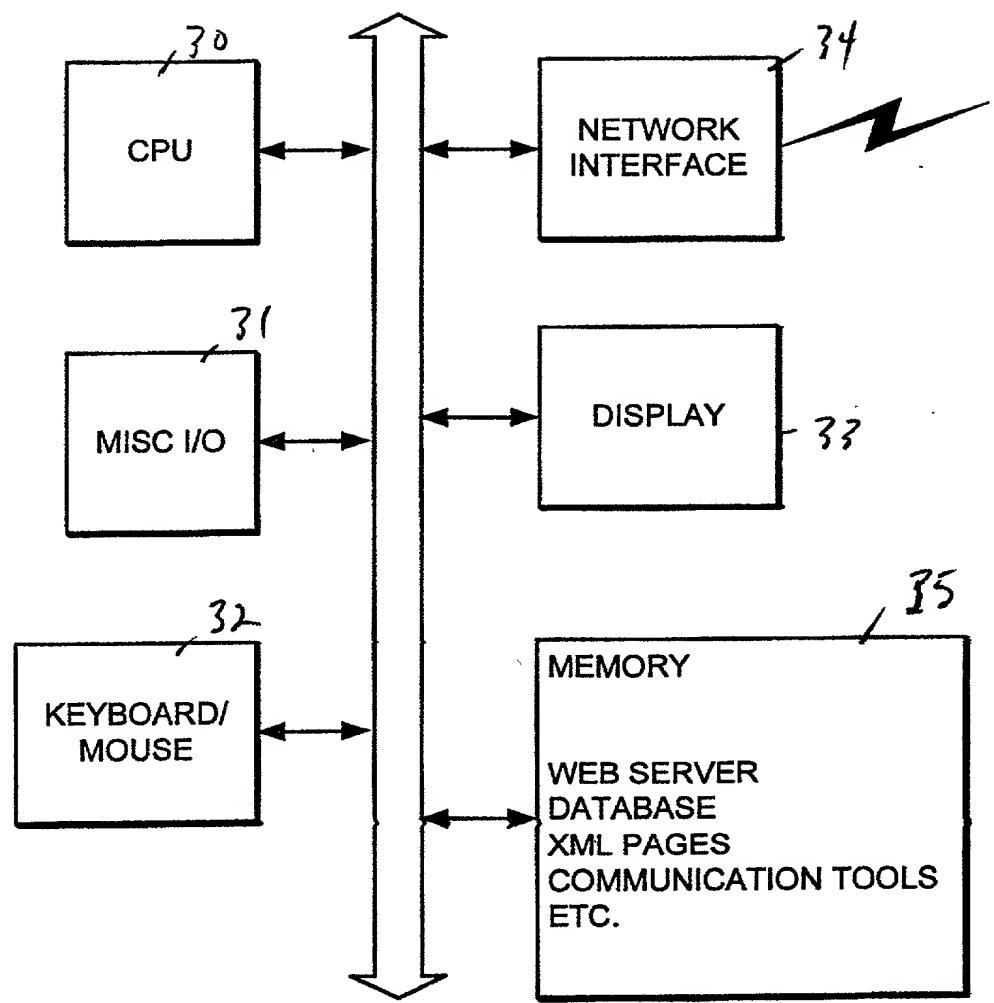


FIG. 2

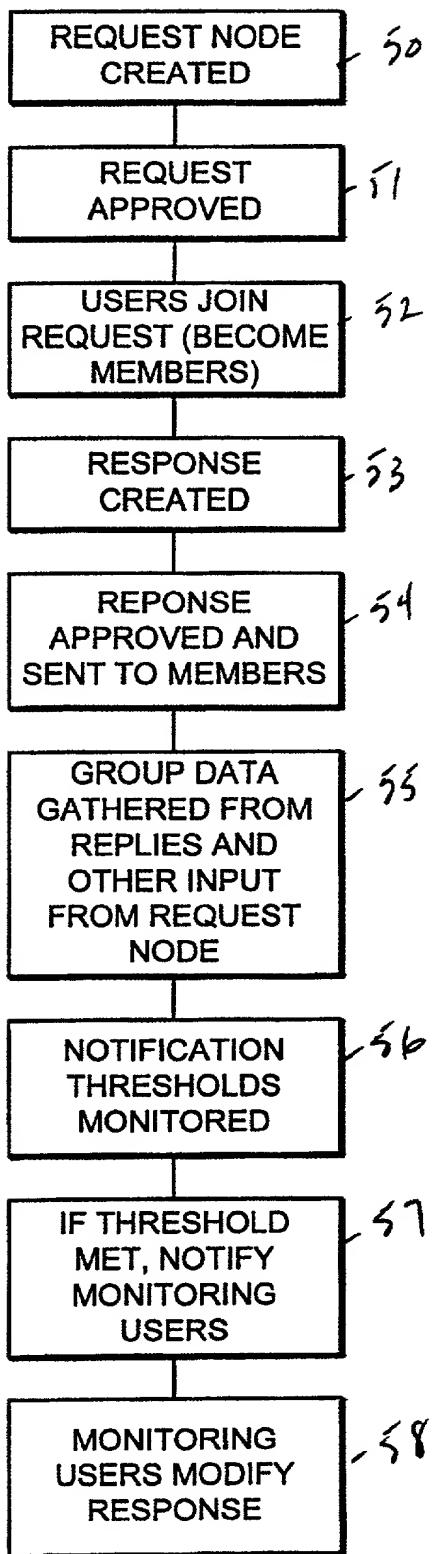


FIG. 3

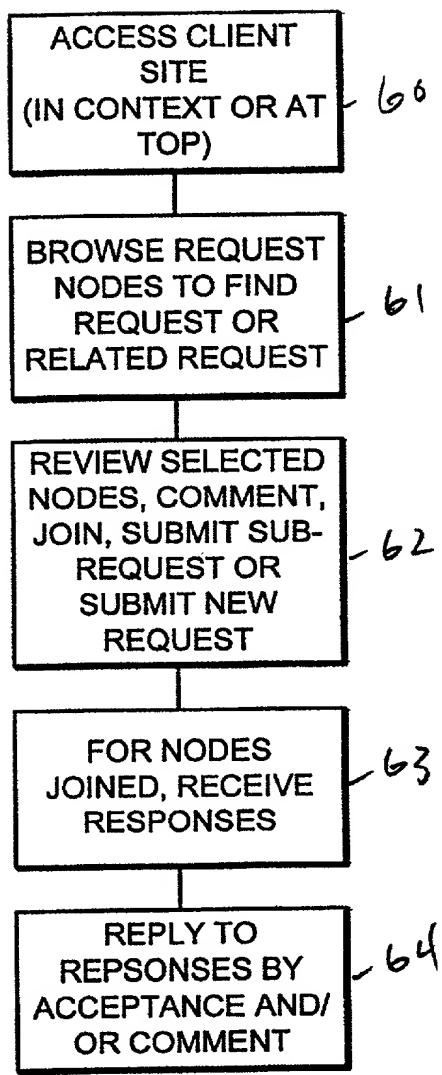


FIG. 4

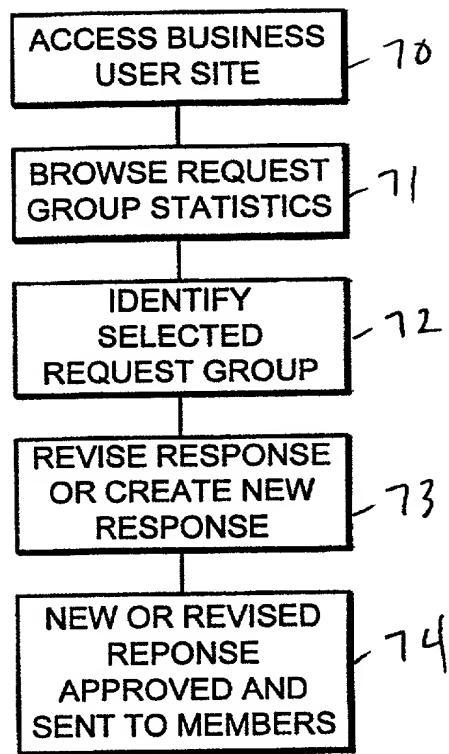


FIG 5

6/27

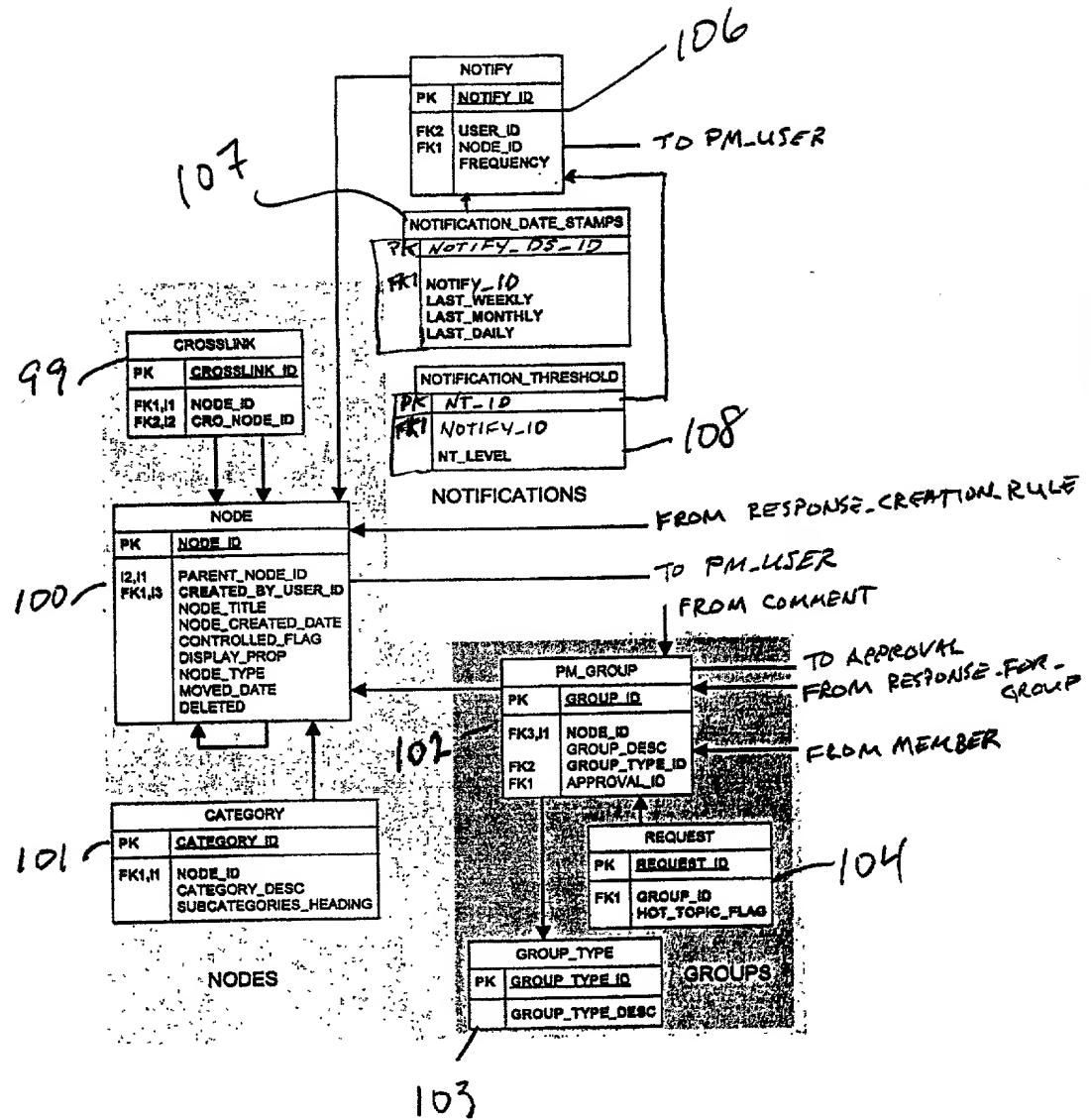


FIG. 6A

7/27

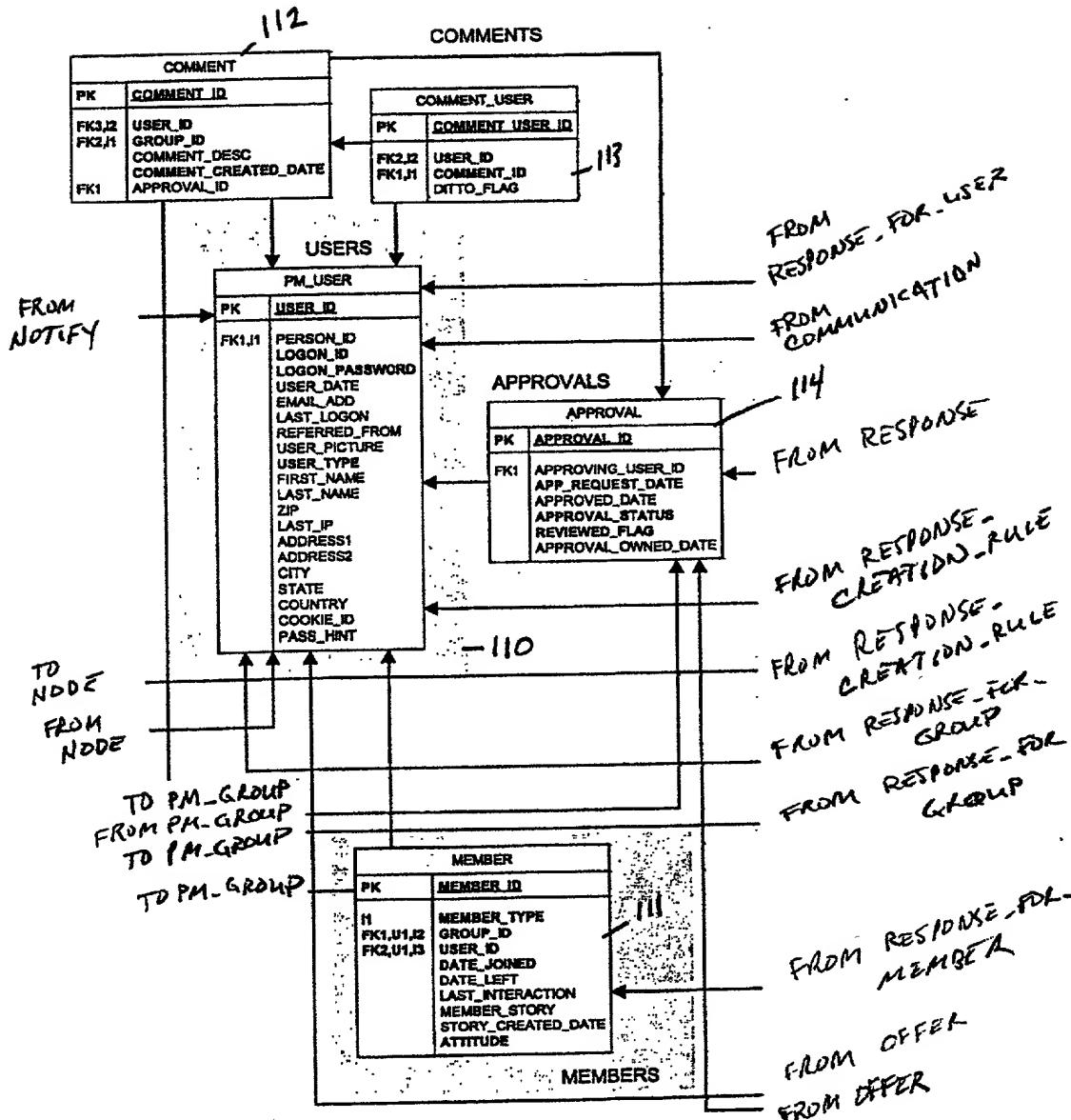


Fig. 6B

8/27

124

RESPONSES

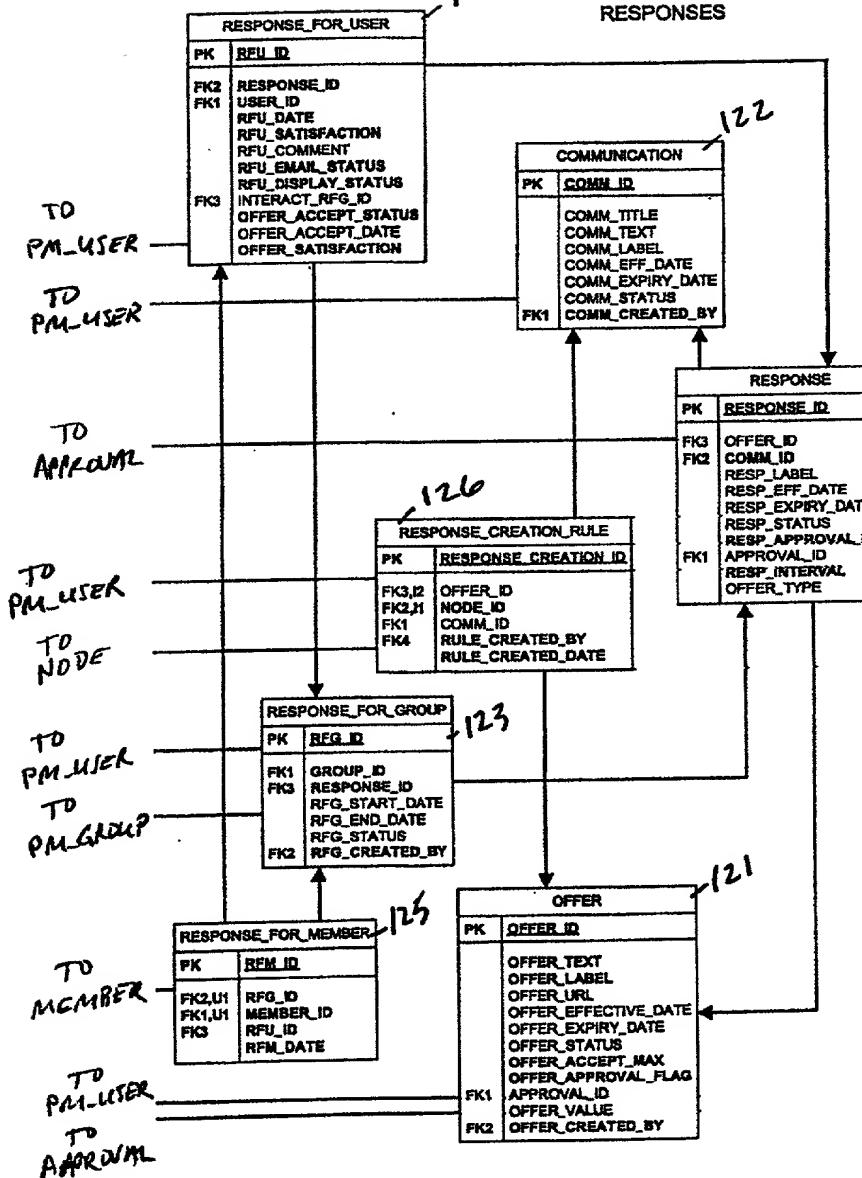


FIG. 6C

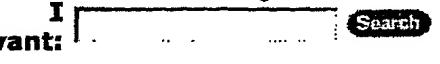
9/27

Welcome 200  

209    

Please tell us what you want

Issues Suggestions Thoughts Feedback

>> Top 208  201 

- go to product - 202

→ help 203 

→ your account 204 

→ technical support 205 

→ cart 206 

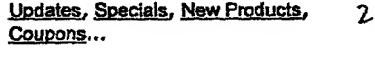
Your cart is empty 207 

Buy Online or Call 1-888-999-4747 208

Browse the Request Directory

Product Availability & Information 202 

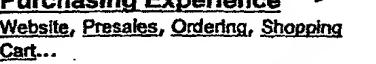
Printers etc., Computers, Digital Photo, Mobile... 203

Shipping / Delivery/ First Use Options 204 

Pricing, Tracking, Delivery Time... 205

Special Promotions / Coupons & Rebates 206 

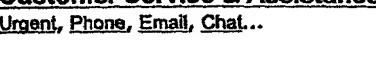
Updates, Specials, New Products, Coupons... 207

Purchasing Experience 205 

Website, Presales, Ordering, Shopping Cart... 206

Product Support 206 

Standard, Extended, Service Options... 207

Customer Service & Assistance 207 

Urgent, Phone, Email, Chat... 208

FIG. 7

Welcome 200  

209    

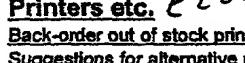
Please tell us what you want

Issues Suggestions Thoughts Feedback

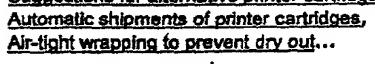
>> Top > Product Availability & Information 208 

- go to product - 209

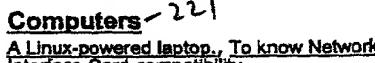
→ search 210 

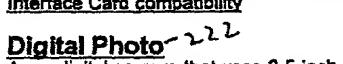
→ contact us 211 

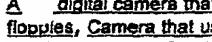
→ hpshopping home 212 

→ help 213 

→ your account 214 

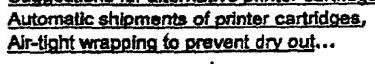
→ technical support 215 

→ cart 216 

Your cart is empty 217 

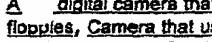
Buy Online or Call 1-888-999-4747 218 

What aspect of Product Availability & Information is your request about?

Printers etc. 219 

Back-order out of stock printer cartridges, Suggestions for alternative printer cartridges, Automatic shipments of printer cartridges, Air-tight wrapping to prevent dry out...

Mobile 220 

Computers 221 

A Linux-powered laptop, To know Network Interface Card compatibility

Digital Photo 222 

A digital camera that uses 3.5-inch floppies, Camera that uses mini-optical disks for photo storage, Black and white digital cameras

FIG. 8

10/27

Welcome 200

 200

→ sign in → register other countries

**Please tell us what you want** view cart

Issues Suggestions Thoughts Feedback

>> Top > Product Availability & Information > Printers etc. 200

want:  Search

What aspect of Printers etc. is your request about? 200

Please select request(s) or click to read more 230

Hot Topic!  Suggestions for alternative printer cartridges ✓

Suggestions for compatible cartridges.

Back-order out of stock printer cartridges

Notification when product is back in stock

Automatic shipments of printer cartridges

Air-tight wrapping to prevent dry out

Ultraviolet ink

Fax option for 800 series Printers

glow in the dark ink

To purchase a custom logo printer

A red printer cable

To find photographic quality printers.

Discount bulk cartridges when buying a printer@

Discount coupons I can use at any retailer

Please  or add a new request. 233 232

FIG. 9

11/27

Welcome *200*

+ sign in *209* → register *209*

other countries *209*

view cart *209*

Please tell us what you want *208*

Issues Suggestions Thoughts Feedback

>> Top > Product Availability & Information > Printers etc. > *208*

Suggestions for alternative printer cartridges

I want: *208*  Search *208*

Suggestions for alternative printer cartridges *235*

When a printer cartridge is out of stock, I want an alternative recommended that will also work, is in stock and can be ordered right away. *235*

[see more specific requests]

I want that too! *236*  
 I have a more specific request *236*  
 No thank you *236*  
 I am opposed! *236*

Submit *236*

More specific requests *237*

• Suggestions for compatible cartridges. *237*

Make a more specific request *237*

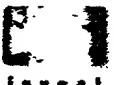
Comments *238*  
There are no comments to display *238*

F(G. 10)

12/27

Welcome

→ sign in → register other countries

 view cart

**Please tell us what you want**

[Issues](#) [Suggestions](#) [Thoughts](#) [Feedback](#)

---

**Write a New Request**

Please write your request. We will review it and respond by email. If your request meets our guidelines, we will publish it so that other people can make suggestions on what we should do for this issue.

1. Please describe what you want: (Please state this as a positive request!)

**Easier printers**

2. Please give a brief summary of your request:

[Top](#) > [Product Availability & Information](#)

I want: **speed**

**Submit**

241

240

Fig. 11

13/27

Welcome [sign in](#) [register](#) [other countries](#) [view cart](#)

**Please tell us what you want**

[Issues](#) [Suggestions](#) [Thoughts](#) [Feedback](#)

[search](#)  
[contact us](#)  
[hpshopping home](#)

[- go to product -](#)

[help](#)  
[your account](#)  
[technical support](#)

**cart**  
Your cart is empty

Buy Online or Call  
1-888-999-4747

**New User? Sign Me Up.**

Please log in or register so that we can make you an offer

email address:  password:

remember email and password  
(what's this?)

**Submit** [forgot your password?](#)

By selecting "submit," you agree with the terms of use and policies pertaining to this site.

PLG.12

14/27

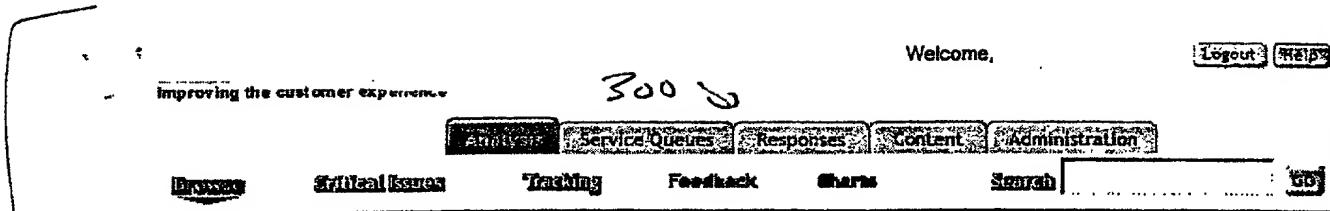
300 ↘

Welcome, [Logout](#) [Help](#)

Improving the customer experience

Analysis Service Queues Responses Content Administration

Browse Critical Issues Tracking Feedback Share Search



## Top

303

- Product Availability & Information**  
Printers etc. (12 requests), Computers (2 requests), Digital Photo (3 requests), Mobile...
- Shipping / Delivery/ First Use**  
Options (4 requests), Pricing (1 request), Tracking (3 requests), Delivery Time (2 requests)...
- Special Promotions / Coupons & Rebates**  
Updates, Specials (2 requests), New Products (1 request), Coupons (3 requests)...

302

304

**TRACK THIS CATEGORY?**

- Purchasing Experience**  
Website (9 requests), Presales (1 request), Ordering (1 request), Shopping Cart (3 requests)...
- Product Support**  
Standard, Extended, Service Options (2 requests), Consistent 1-Year Warranty
- Customer Service & Assistance**  
Urgent, Phone (5 requests), Email (3 requests), Chat...

Fig. 13

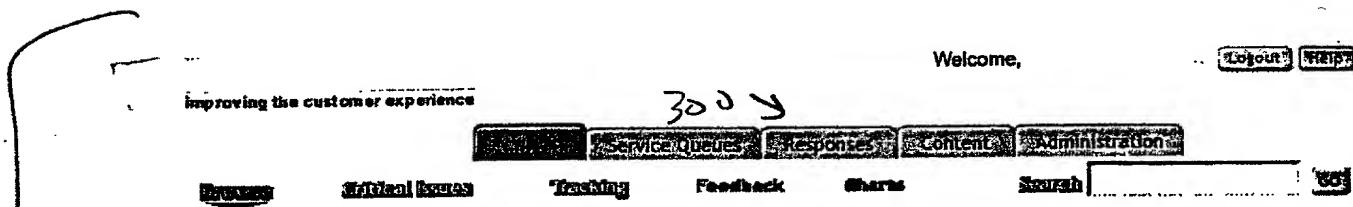
300 ↘

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Analysis Service Queues Responses Content Administration

Browse Critical Issues Tracking Feedback Share Search



Top >>

## Product Availability & Information

301

- Printers etc.**  
Back-order out of stock printer cartridges (2 requests), Suggestions for alternative printer cartridges (2 requests), Automatic shipments of printer cartridges, Air-tight wrapping to prevent dry out...
- Computers**  
A Linux-powered laptop., To know Network Interface Card compatibility.
- Digital Photo**  
A digital camera that uses 3.5-inch floppies, Camera that uses mini-optical disks for photo storage, Black and white digital camera

306

**TRACK THIS CATEGORY?**

**Mobile**

**Accessories**

305

Fig. 14

15/27

300 →

Welcome, [Logout](#) [Help](#)

Improving the customer experience

316

Logout Services Requests Content Administration

Home Critical Issues Tracking Feedback Home Search Help

Top > Product Availability & Information >  
**Printers etc.** TRACK THIS CATEGORY?

Add a new request

Characteristics	Title	Comments	Number Members	Tracking	Number Tracking
Hot Topic	<u>Suggestions for alternative printer cartridges</u>	None	22	<input checked="" type="checkbox"/>	3
	<u>Suggestions for compatible cartridges.</u>	None	15	<input type="checkbox"/>	1
New	<u>Back-order out of stock printer cartridges</u>	Comments	35	<input checked="" type="checkbox"/>	2
	<u>Notification when product is back in stock</u>	None	6	<input type="checkbox"/>	1
New	<u>Automatic shipments of printer cartridges</u>	None	7	<input type="checkbox"/>	1
	<u>Air-tight wrapping to prevent dry out</u>	Comments	6	<input type="checkbox"/>	1
New	<u>Ultraviolet ink</u>	None	4	<input type="checkbox"/>	1
	<u>Fax option for 800 series Printers</u>	None	2	<input type="checkbox"/>	0
New	<u>glow in the dark ink</u>	None	2	<input type="checkbox"/>	1
	<u>To purchase a custom logo printer</u>	None	1	<input type="checkbox"/>	1
New	<u>Folding/compact printer</u>	None	1	<input type="checkbox"/>	1
	<u>Waterproof ink.</u>	None	1	<input type="checkbox"/>	1
New	<u>A red printer cable</u>	None	1	<input type="checkbox"/>	0
	<u>To find photographic quality printers.</u>	None	1	<input type="checkbox"/>	0
New	<u>Glitter ink.</u>	None	1	<input type="checkbox"/>	0
	<u>Discount bulk cartridges when buying a printer@</u>	None	22	<input checked="" type="checkbox"/>	2
New	<u>Discount coupons I can use at any retailer</u>	None	7	<input type="checkbox"/>	0
	310 ↑	311 ↑	312 ↑	313 ↑	314 ↑
<b>Track</b> <input type="button" value="Track"/>					

310 ↑

311 ↑

312 ↑

313 ↑

314 ↑

315 ↑

FIG. 15

16/27

Improving the customer experience

Welcome [Logout](#) [Help](#)

[Products](#) [Service Queues](#) [Responses](#) [Content](#) [Administrations](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Charts](#) [Search](#) [Help](#)

Top > Product Availability & Information > Printers etc. >>  
**Back-order out of stock printer cartridges** [< back](#)

**Display Comments**

Name	Comment	Attitude
Alkes Price	You can also look for an alternative cartridge. And ask for <u>help with that too!</u>	AGREE
Susan Berman	Learning when out-of-stock products will definitely be available would be useful.	AGREE

↑ 321 ↑ 320 ↑ 322

FIG. 16

17/27

FIG. 17

Welcome,

Logout Help

Improving the customer experience

Analytics Service Requests Responses Content Administration

Critical Issues

Tracking

Feedback

Shares

Search

Help

Top &gt; Product Availability &amp; Information &gt; Printers etc. &gt;&gt;

## Back-order out of stock printer cartridges

TRACK THIS REQUEST

### Request Detail

Full text of request (edit): When a printer cartridge is out of stock, I want to back order it

330

Is request a Hot Topic?

331

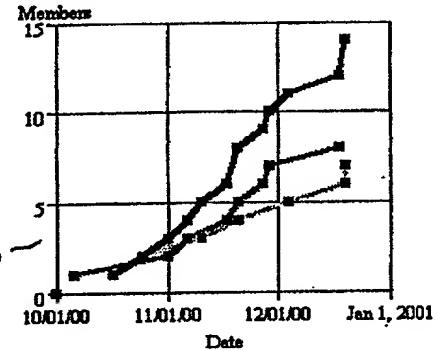
### Membership Summary

332

	Total	Agree	Oppose	Satisfied	Dis.	Accept	Reject
Members	35	33	2	6	11	15	3
Stories	0	0	0	0	0	0	0
Comments	2	2	0	1	0	0	1

### Show Chart: Members

Want  
Rejected  
Opposed  
No Resolution  
Accepted



333

### Employees tracking this request

Name  
Rich Pusateri  
Howard Hartenbaum

### Email

.com  
.com

334

### Subrequests

Add a new request

336

335

335

V

Title

Comments Number Tracking  
None Members 1

6

1

Tracks

### Responses

Make a new response

Status	Created by	Date created	End Date	Response ID	#Responses sent	Average satisfaction	Communication title	Communication label	Expiry Interval	Offer label	Offer type	One time offer	% Offers accepted
Active		12/20/2000		77	26		backorder	backorder	90	backorder	Spiff	Yes	0
		12/12/2000		73	26	4.0	back order	back order	90	back order	Spiff	Yes	4
		10/17/2000		1	27	2.9	We are sorry but we cannot back order items for you	cannot backorder items	365	search cartridge	Spiff	Yes	52

336

337

337

18/27

Improving the customer experience

Welcome, [ ] [Logout](#) [Help](#)

Analytics Service Queues Responses Content Administration

Browse Critical Issues Tracking Feedback Charts Search [Help](#)

## Design Response

Step 1 of 5

Specify Response for "Back-order out of stock printer cartridges"

Make response to subrequests as well?

Notification when product is back in stock

340

Select communication template:  New

342

Select offer template:  None



343

Type:  Solution  Spiff

344

Expires:  30 days after receipt  90 days after receipt  1 year after receipt  Never

345

[Cancel](#) [Next >](#) 346

FIG. 18

FIG. 19

Improving the customer experience

Welcome, [ ] [Logout](#) [Help](#)

Analytics Service Queues Responses Content Administration

Browse Critical Issues Tracking Feedback Charts Search [Help](#)

## Design Response

Step 2 of 5

Customize Response for "Back-order out of stock printer cartridges"

Communication Data:

350

Label:

351

Title:

352

Text:

[Cancel](#)

[Back](#)

[Next >](#)

353

19/27

Improving the customer experience

Welcome, [Logout](#) [Help](#)

Analytics Service Queues Responses Content Administration

Browse Critical Issues Tracking Feedback Charts Search [Help](#)

## Design Response

Step 3 of 5

Preview Web Response for "Back-order out of stock printer cartridges"

Communication Label: test  
Offer Label: None

F 355

Customers will see a page similar to this when they select the request:

356

tests — 357

Thank you for requesting "Back-order out of stock printer cartridges" F 358  
tested 359

Are you satisfied with this response?

Very dissatisfied  Slightly dissatisfied  Neutral  Somewhat satisfied  Totally satisfied F

If you have a comment on our response, please let us know  
[input text area for comment will be here] 2 360

361

[Cancel](#) [Back](#) [Next](#)

F 362

F (G. 20)

20/27

Improving the customer experience

Welcome, [Logout](#) [HTTPS](#)

[Analytics](#) [Service Queries](#) [Responses](#) [Content](#) [Administration](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Charts](#) [Search](#) [Help](#)

## Design Response

Step 4 of 5

**Preview Email Response for "Back-order out of stock printer cartridges"**

Communication Label: test  
Offer Label: None

The 35 customers who've already made this request will be sent an email message similar to the following once you confirm this response:

From: [response@hp.com](mailto:response@hp.com)  
Subject: tests

tested

To respond please go to  
<http://URL>

If you no longer wish to receive these messages go to  
<http://URL2>

[Cancel](#) [< Back](#) [Next >](#)

365

FIC. 21

Improving the customer experience

Welcome, [Logout](#) [HTTPS](#)

[Analytics](#) [Service Queries](#) [Responses](#) [Content](#) [Administration](#)

[Browse](#) [Critical Issues](#) [Tracking](#) [Feedback](#) [Charts](#) [Search](#) [Help](#)

## Design Response

Step 5 of 5

**Confirm Response for "Back-order out of stock printer cartridges"**

- Send to: Back-order out of stock printer cartridges
  - Send to: Notification when product is back in stock

368

Title: tests  
Communication label: test  
Offer label: None Expires: 1 year after receipt

[Cancel](#) [< Back](#) [Finish](#) ← 369

FIC. 22

21/27

300 ↘

Welcome, [Logout](#) [Help](#)

Analysis Service Queues Responses Content Administration

For category My Approvals My Categories Share Search [New](#)

Top > Product Availability & Information >>  
**Printers etc.**

Requests Pending Approval [ 2 ]

Title	Date submitted	Created by	Worked on by	Since
Glitter ink.	12/20/00	Rich Pusateri		
Folding/compact printer	11/02/00	Howard Hartenbaum		

Comments Pending Approval [ 0 ]

There are no comments pending approval in this context.

375 ]-376

F(G. 23)

300 ↘

Welcome, [Logout](#) [Help](#)

Analysis Service Queues Responses History Feedback Share Search [New](#)

Top > Product Availability & Information >>  
**Printers etc.**

Create Communication Template

Label:	<input type="text"/>	<a href="#">Find</a>
Title:	<input type="text"/>	
Description:	<input type="text"/>	
	<input type="button" value="Submit"/>	

[< back](#)

Label:	<input type="text"/>	<a href="#">Find</a>
Title:	<input type="text"/>	
Description:	<input type="text"/>	
	<input type="button" value="Submit"/>	

F(G 24)

22/27

300 ↗

Welcome, [Logout](#) [Help](#)

improving the customer experience

[Analytics](#) [Service Queries](#) [Responses](#) [Content](#) [Administration](#)

[Templates](#) [Response History](#) [Responses Edit](#) [Feedback](#) [Charts](#) [Search](#) [Help](#)

Top > Product Availability & Information >>  
**Printers etc.** [< back](#)

Create Offer Template

Label:	<input type="text"/>	<a href="#">Find</a>
One Time Offer:	<input checked="" type="radio"/> Yes <input type="radio"/> No	
URL:	<input type="text"/>	
Description:	<input type="text"/>	
<a href="#">Submit</a>		

FIG. 25

300 ↗

Welcome, [Logout](#) [Help](#)

improving the customer experience

[Analytics](#) [Service Queries](#) [Responses](#) [Content](#) [Administration](#)

[Edit](#) [Move](#) [New Crosslink](#) [New Category](#) [New Request](#) [Search](#) [Help](#)

Top > Product Availability & Information >>  
**Printers etc.** [Browse down:](#) [New](#) [Edit](#)

Edit Category

Title:

Description:

Sub-Categories:

Heading:

Placement:  Left  Right

Should customers be allowed to create requests within this category?

[Save](#)

FIG. 26

23/27

Improving the customer experience

Welcome, [Logout](#) [Help](#)

[Analysis](#) [Service Queues](#) [Responses](#) [Content](#) [Administration](#)

[Edit](#) [Save](#) [New Crosslink](#) [New Category](#) [New Request](#) [Search](#) [Help](#)

Top > Product Availability & Information > Printers etc. >>  
**Back-order out of stock printer cartridges** [< back](#)

**Add New Request**

1. Please describe what you want: (Please state this as a positive request!)

2. Please give a brief summary of your request:  
I want: [redacted]

Check to track request  
 Check to make request a hot topic

[Cancel](#) [Submit](#)

FIG. 27

24/27

Welcome,

improving the customer experience

Tracking    Queues    Response Templates    Content    Admin

Logout

See all

My queue

Search:

## Approve request

You are now working on this request. Click [here](#) to cancel.

Please review request and reword in a positive way if necessary.

1. The request location is: [Top > Product Availability & Information > Printers etc. > Back-order out of stock printer cartridges > u3'](#)

2. The story is:

There is no story for this request.

3. The Request is:

u3'

4. The request title is:

u3'

5. If necessary, choose another location for this request

6. (If necessary) Escalate to:

8. Design the response:

Use parent's response: We are Sorry.  
Communication: "apology" Offer: "search cartridge" Solution  
Expires: 365 days after receipt

8a. Select communication template

8b. (Optional) Choose an offer:

Solution  Spiff

8c. Expires:  30 days after receipt  90 days after  
receipt  1 year after receipt  Never

FIG. 28

25/27

Improving the customer experience

Welcome, Logout Help

Analysis Service Queries Responses Content Administration

Browse Critical Issues Tracking Feedback Alerts Search 380

## Top

### Largest Dissatisfied Requests

Rank	Title	Members	Satisfaction
1	<u>Back-order out of stock printer cartridges</u>	35	3.0
2	<u>Suggestions for alternative printer cartridges</u>	22	3.4
3	<u>Discount bulk cartridges when buying a printer</u>	22	3.4
4	<u>Post delivery satisfaction surveys via email (not postcards)</u>	15	3.2
5	<u>The option to get a call-back from a Service Representative</u>	15	3.3

380 ↘

### Most Dissatisfied Requests

Rank	Title	Members	Satisfaction
1	<u>Occasional promotional coupons when I make a purchase</u>	4	1.0
2	<u>Better navigation.</u>	3	1.0
3	<u>Automatic log-in during return site visit</u>	2	1.0
4	<u>No errors on checkout.</u>	2	1.0
5	<u>Fix order confirmation page link</u>	4	2.0

381 ↘

### Fastest Growing Requests

382 ↘

### No Data Available

### More Critical Requests

Rank	Title	Members	Satisfaction
1	<u>Better navigation.</u>	3	1.0
2	<u>Automatic log-in during return site visit</u>	2	1.0
3	<u>No errors on checkout.</u>	2	1.0
4	<u>purchasing management workflow</u>	1	2.0
5	<u>Black and white digital camera</u>	2	2.0

383 ↘

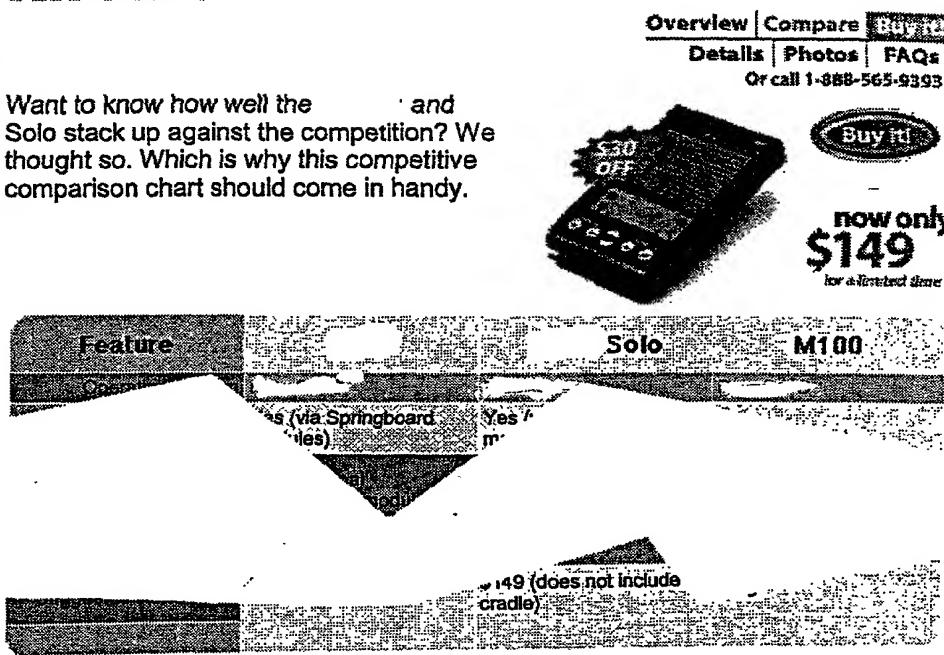
FIG.29

## know it all

- Home
- Products
  - Handhelds
    - Prism
    - Platinum
    - Deluxe
  - Springboard Modules
  - Accessories
  - Handspring Stuff
- Software Links
- Developers
- The Company
- Customer Support

[Shop](#) [Buy it!](#)

Want to know how well the **Solo** and **Solo** stack up against the competition? We thought so. Which is why this competitive comparison chart should come in handy.



[top](#)

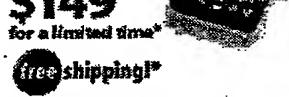
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390  
FIG. 30

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391

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FIG. 31